

FOCUS ON WISCONSIN

FOCUS ON ENERGY® partners with Wisconsin's electric and natural gas utilities to provide resources, incentives, and rebates to benefit all Wisconsinites.



BENEFITS FOR WISCONSIN

Utility customers participating in Focus in 2022 will save nearly \$900 million on their energy bills over the life of their projects.

In 2022, Focus provided \$546 million in total net economic benefits.

- More than \$4 in benefits for every \$1 invested.
- Each year of Focus program activity creates more than 4,000 jobs in the years following that investment.



WHO PARTICIPATES

Focus participants include homeowners, renters, farmers, schools, businesses, and manufacturers. **In 2022, Focus:**

- Served nearly 1 million residential and 3,900 business participants.
- Received a customer satisfaction rating score of 9.5 out of 10 overall.

"The expansion create(ed) more jobs. To be a bigger part of the community, it takes support from the state, from our team, (and) from our community for us to be successful. So, I appreciate the partnership."

– Alexandra Kerr,
Gehl Food & Beverage
Executive Vice President &
Chief Operating Officer



FOCUS EXPENDITURES

By keeping administrative costs low, 93% of expenditures go directly to Wisconsin utility customers through incentive and rebate payments, and technical and customer support.



62% INCENTIVE PAYMENTS

31% TECHNICAL & CUSTOMER SUPPORT

5% ADMINISTRATION

2% EVALUATION & RESEARCH



TECHNICAL SUPPORT

Local Energy Advisors, Subject Matter Experts, and Trade Ally contractors make all the difference to participants. They identify and install energy-saving solutions, provide support at no cost on projects, and assist in the application for rebates.

"Richard is critical in that he's great to work with, he's easy to work with, he's knowledgeable, and not only does he help to identify the opportunities but helps calculate the savings and what the incentives would be,"

– Dustin Hull
Mercury Marine
P.E. Senior Facilities Mechanical Engineer



WE WORK WITH ALL TYPES OF BUSINESSES

No matter the size or type of business, Focus helps make energy-efficient improvements more affordable and achievable.

REBATES AND INCENTIVES FOR ENERGY-SAVING TECHNOLOGIES

- **Prescriptive:** Rebates for the most common improvements or equipment.
- **Custom:** Incentives for nonstandard equipment installations or replacements.

Energy Efficiency Technologies

- Refrigeration
- Process Systems
- HVAC
- Lighting

Renewable Energy Technologies

- Solar Electric
- Solar Thermal
- Biomass & Biogas
- Wind

ENERGY EFFICIENCY SERVICES

Our services help single building and large portfolio holders make energy-efficient decisions to save money and energy.



Building Optimization



Energy Assessments



Retrocommissioning



Energy Management



New Construction and Renovations

WE WORK WITH WISCONSIN RESIDENTS

Focus offers a range of rebates and services to support energy efficiency statewide.



Energy Saving Packs

Offers an assortment of energy-saving products shipped free to residents.



Heating & Cooling

Rebates, resources, and a skilled Trade Ally contractor network are available to help homeowners make the most of their investments.



Insulation & Air Sealing

Rebates to bring down the cost of insulation and sealing air leaks, and a list of Trade Ally contractors to complete the project.



New Homes

Prospective homebuyers connect with builders and energy experts to construct new homes at least 30% more efficiently than homes built to Wisconsin's Uniform Dwelling Code.



Online Marketplace

Focus on Energy's online marketplace offers a variety of energy-efficient products at discounted prices.



Online Home Energy Assessment

A tool to help residents make smart energy decisions for their home. Plus, find rebates to help save money on upgrades.



Solar Energy

A great complement to an energy-efficient home is a solar electric system. Focus on Energy offers rebates and connections to solar electric contractors to make this a reality.

INCOME-QUALIFIED CUSTOMERS

Free products for income-qualified customers are available through local food bank and nonprofit partners. Higher rebates are also available for HVAC, insulation, and air sealing upgrades.



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REDUCING ENERGY WASTE ACROSS WISCONSIN

Focus on Energy, Wisconsin utilities' statewide program for energy efficiency and renewable energy, helps eligible residents and businesses save energy and money while protecting the environment. Focus on Energy information, resources, and financial incentives help to implement energy efficiency and renewable energy projects that otherwise would not be completed.

